

## MEMORANDUM



TO: Michigan Legislators

FROM: Larry Ward, Executive Director  
Michigan Conservative Energy Forum

RE: Support of HB5397; "Municipal Utility Residential Clean Energy Program Act"  
(Rep. Joe Haveman, R-90)

DATE: June 3, 2014

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The Michigan Conservative Energy Forum (MCEF) is an organization comprised of like-minded conservatives seeking to support the development of sound, fiscally responsible but forward-thinking energy policy. Representative Joe Haveman's legislation (HB5397) encapsulates many core beliefs held by our organization, and it is without reservation that MCEF strongly supports this bill.

It is time for Republican leaders to offer 'SOLUTIONS' to our energy needs, and HB5397 does so by incorporating the following conservative principles:

1. This is a fully **voluntary** program; Municipal electric providers may chose via **local control** to initiate a new Energy Efficiency program, residents choose to participate or not.
2. The program is a **market-driven** solution to expanding Energy Efficiency programs, and utilizes private institutions for the funding source:
3. Although the legislation targets the city of Holland for the 'pilot program', the bill will allow for all other Municipal electric providers the opportunity to initiate the same program in their community.
4. HB5397 offers a solution to the Landlord/Tenant problem of "split-incentives" – allowing Energy Efficiency measures to be incentivized as a benefit to both homeowner and renter.
5. Finally, this **innovative** method of "on-bill" financing will greatly enhance participation in the program as a **free market** approach to funding future energy efficiency improvements.

On behalf of the Michigan Conservative Energy Forum's Leadership Council and members, I applaud the efforts of Rep. Joe Haveman and the direction offered by HB5397, and we are proud to support the legislation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Larry J. Ward", is written over the typed name.

Larry J. Ward  
Executive Director  
Michigan Conservative Energy Forum